

Website Blueprint

OP-85440

Location: Valparaiso, Indiana, USA

Business Type: Contractor - Outdoor Living & Pool Construction

Target Audience: Homeowners in the Midwest (especially Illinois, Indiana, Michigan) seeking to transform their backyards into luxurious, resort-style living spaces. Demographics include middle to upper-income families and individuals who value outdoor leisure, entertaining, and home improvement. Psychographics: Aspirational, value quality craftsmanship, desire a vacation-like atmosphere at home, and are interested in premium outdoor amenities.

Executive Summary

REB Construction helps Midwest homeowners turn ordinary backyards into impressive resort-style spaces with over 40 years of expertise in Kayak Pools, inground pool installations, and premium outdoor living solutions. The company's long-standing reputation, deep industry experience, and ability to design all-in-one outdoor environments—combining pools, kitchens, fireplaces, and water features—make them stand out against competitors as the trusted choice for high-end, vacation-like backyard transformations.

Primary Goals

- Increase brand visibility and attract new clients seeking backyard transformations
- Showcase expertise in Kayak Pool sales, installations, and outdoor living environments
- Convert website visitors into leads through clear calls to action and contact options

Brand Values

- Reliability
- Experience
- Quality craftsmanship

Competitive Advantages

- Over 40 years of experience in the Kayak Pools and construction industry
- Comprehensive backyard solutions from pools to outdoor kitchens and water features
- Personalized service focused on creating a resort-like experience at home

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#22577A
Secondary		#38A3A5
Accent		#FFA900

Rationale: These colors reflect trust, calm, and quality. The deep blue gives a trustworthy, professional look for construction and pool work, the teal adds a refreshing and inviting feel, and the gold accent adds a touch of luxury. Together, these colors create a resort-style feeling that matches the business goal of turning backyards into vacation spaces.

Typography

Heading Font: Montserrat

Body Font: Open Sans

Google Fonts Url: <https://fonts.googleapis.com/css2?family=Montserrat:wght@700&family=Open+Sans:wght@400;600&display=swap>

Imagery Style

Use large, bright photos of finished outdoor living spaces like pools, kitchens, fireplaces, and landscaped gardens. Images should look inviting and show relaxation, family gatherings, and leisure. Choose pictures taken during sunny days with clean, clutter-free spaces. Avoid dark, gloomy, or overly busy photos.

Overall Aesthetic

Clean, resort-like, and modern. The site should feel open and organized, making homeowners think of luxury, comfort, and relaxation in their own backyard.

Theme Style

Fresh and inviting, with a touch of sophistication. Stylish buttons and soft shadows help make key actions clear. Edges and boxes should be softly rounded, never harsh.

Layout Approach

Simple and clear sections, with lots of space around text and pictures. The main services (pools, kitchens, water features) should each have their own highlight section on the homepage. Use easy-to-find buttons and sections so visitors can quickly find what they want.

Regional Recommended

- Include photos of Midwest-style homes and yards
- Show seasonal features like covered patios or fire pits for year-round use
- Highlight warmth, togetherness, and outdoor entertaining common in Indiana, Illinois, and Michigan

Regional Avoid

- Do not use images that show desert or tropical landscapes
- Avoid Southwest or coastal styles that don't match the Midwest
- Stay away from ultra-modern looks that feel cold or urban

Requirements & Features

Homepage Content

Description: Clearly explain what outdoor living and pool construction services you offer, highlight 40 years of experience, and include attractive images of your work.

Validation: Homepage lists main services (pools, outdoor kitchens, water features), business experience, and has at least 3 high-quality images.

Contact Page

Description: Add a simple contact form and show your phone number, email, and business address for easy inquiries.

Validation: Contact page has a form, correct phone and email, and physical address shown.

Service Pages

Description: Create pages for Swimming Pools, Outdoor Kitchens & Lounge Areas, and Water Features with clear descriptions and matching visuals. Include PDF attachments as extra resources.

Validation: Each service has its own page, text is rewritten, and PDFs are linked or viewable.

Images and Galleries

Description: Pick and use the best uploaded images for the site and mix them with quality stock photos, making each page visually appealing.

Validation: Custom and stock images are blended, at least 3 images per service page.

Sitemap Structure

Description: Set up clear website menu: Home, Swimming Pools, Outdoor Kitchens & Lounge, Water Features, Contact Us.

Validation: Navigation shows all main services and contact clearly in the menu.

Mobile-Friendly Design

Description: Make sure the website works and looks good on phones and tablets.

Validation: Website adjusts to different screen sizes, no broken layouts on mobile devices.

Loading Speed

Description: Make pages load faster, especially the ones with lots of images.

Validation: Pages load in under 3 seconds on standard home internet connection.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors, give a strong first impression, and show what REB Construction is all about. Quickly make it clear that you create luxury backyards, pools, and outdoor living spaces in the Midwest. Funnel visitors to learn more or get in touch.

Sections

Hero

Purpose: Grab attention right away by showing off your best backyard, pool, and outdoor living projects. Explain in one glance what you do and where you work.

Key Elements:

- Large, high-quality photo of a finished outdoor living space
- Headline about transforming backyards into vacation retreats
- Short description of your services
- Your tagline: Reliable Equity Builders
- Menu at the top for easy browsing

Strategy: Highlight your 40 years of experience and specialty in building resort-inspired backyards. Make it easy for visitors to get started, learn more, or contact you.

Psychology: People want to feel proud and relaxed in their homes. Seeing beautiful images and clear benefits helps them picture this for themselves. A personal touch (like showing experience) builds instant trust.

Tone: Keep it welcoming and inspiring. Use everyday language that makes people feel this could be their home too. Be positive, confident, and focused on the benefits for the homeowner.

Cta Block

Purpose: Encourage visitors to take action, such as calling, emailing, or filling out a simple form to talk about their dream backyard.

Key Elements:

- Button to contact you
- Your phone number and email shown clearly
- Short message inviting people to book a free conversation
- Quick list of service areas (Indiana, Illinois, Michigan)

Strategy: Remove hurdles—make it super easy and friendly for someone to reach out and ask a question. Give the sense that you welcome all inquiries and ideas.

Psychology: People can get overwhelmed with big home projects. Offering a simple way to start a conversation makes it less intimidating. Being available and open builds confidence.

Tone: Sound down-to-earth, approachable, and professional. Reassure them that it's easy to take the first step and that you're happy to help with ideas, not just sales.

Service Pools (*Service*)

Purpose: Showcase your swimming pools, including Kayak and inground pools, with clear details on what's possible, examples, and why you're the trusted pro for this service.

Sections

Intro

Purpose: Explain the benefits of a backyard pool and how your team makes it easy to enjoy a resort feel at home.

Key Elements:

- Strong headline about swimming pools
- Photos of completed pool projects
- Bulleted list showing pool types and features
- Mention 40 years in business
- Explanation of your process from design to completion

Strategy: Let visitors imagine themselves relaxing in their own pool. Point out your deep experience, so they feel safe choosing you.

Psychology: Buyers want to invest in the right contractor. Proving your know-how, and showing happy results, reduces their worry.

Tone: Be knowledgeable but friendly. Break down steps simply, show real results, and invite questions.

Cta Block

Purpose: Invite the visitor to ask for a free estimate or to see more designs.

Key Elements:

- Button to schedule a chat or get pool ideas
- Contact options listed simply

Strategy: Direct interested visitors towards contacting you quickly, emphasizing no pressure.

Psychology: People want a positive, low-risk way to reach out before deciding.

Tone: Encouraging, low-pressure, and helpful.

Pdf Link

Purpose: Let visitors download or read more in detail about pool options.

Key Elements:

- Downloadable PDF: BOD Water Features 2022.pdf
- Short description of what the PDF offers

Strategy: Give knowledgeable visitors more detail with a resource they can review offline.

Psychology: Providing extras builds trust in your professionalism.

Tone: Informative and supportive.

Service Outdoor Kitchens (Service)

Purpose: Show off your outdoor kitchens, lounge areas, and fireplaces—demonstrate how these features can turn any backyard into a gathering spot.

Sections

Intro

Purpose: Highlight the benefits of having an outdoor kitchen and a cozy lounge space.

Key Elements:

- Photos of completed kitchens and lounges

- List of options and styles
- Explanation of how these spaces boost home value and fun
- Stories of how clients use their spaces for entertaining

Strategy: Help visitors imagine hosting family and friends, relaxing, and enjoying their own outdoor area.

Psychology: People love the idea of outdoor meals and relaxing by the fire. Show practical benefits and lifestyle upgrades.

Tone: Paint a fun, warm, inviting picture. Make it feel personal and possible.

Cta Block

Purpose: Ask visitors to reach out for a quote or to see design ideas.

Key Elements:

- Button to start their project or view more examples
- Simple contact info visible

Strategy: Encourage visitors inspired by your work to contact you immediately. Make it friendly and simple.

Psychology: When someone is excited, make it easy to act on that spark.

Tone: Conversational, upbeat, and action-focused.

Pdf Link

Purpose: Offer access to a detailed look at kitchen and lounge projects.

Key Elements:

- Downloadable PDF: BOD Outdoor Kitchen 2022.pdf
- Brief note about what's inside

Strategy: Offer deeper details to those shoppers who want to explore further.

Psychology: Some customers want added reassurance and ideas.

Tone: Supportive and straightforward.

Service Water Features (Service)

Purpose: Present your water features, including ponds and waterfalls, to show how you can create relaxing and beautiful spaces beyond the pool.

Sections

Intro

Purpose: Show why water features make spaces special and stand out.

Key Elements:

- Photos of installed water features
- Short benefits list (soothing sounds, natural look, adds value)
- Explanation of custom builds

Strategy: Help homeowners see how a water feature can make their yard unique and peaceful.

Psychology: People connect water with calm and luxury. Showing real examples removes doubts.

Tone: Peaceful, creative, and confident in your ability.

Cta Block

Purpose: Invite visitors to request a custom water feature design.

Key Elements:

- Button to request ideas or get started
- Easy to see contact info

Strategy: Guide interested visitors into a conversation about their dream features.

Psychology: Offer an easy invitation to take the next step.

Tone: Encouraging and imaginative.

Pdf Link

Purpose: Provide an in-depth guide about your water features.

Key Elements:

- Downloadable PDF: BOD Water Features 2022.pdf
- One-line summary of what this resource covers

Strategy: Support more cautious buyers who want to read all details.

Psychology: Equips them to make an informed decision.

Tone: Helpful and trustworthy.

Contact (*Standard*)

Purpose: Make it easy for visitors to reach you for questions, quotes, or visits. Lower the barrier for first-time inquiries.

Sections

Intro

Purpose: Welcome visitors to share their dreams or questions about their project.

Key Elements:

- Short, friendly welcome
- Simple form (name, email, phone, short message)
- Clear listing of phone number, email, and office location
- Mention fast, friendly replies

Strategy: Show you're approachable and responsive, encouraging even hesitant people to reach out.

Psychology: People worry about pushy sales or being ignored. Reassure them you're here to help.

Tone: Friendly, calm, and supportive.

Cta Block

Purpose: Encourage a quick phone call or message.

Key Elements:

- Large button or clear prompt to call or submit the form
- Repeat phone and email

Strategy: Overcome hesitation by repeating how easy it is to start.

Psychology: Multiple reminders and easy paths make people more likely to act.

Tone: Open, direct, and welcoming.

Pdf Link

Purpose: Share the financing postcard as a helpful resource for interested clients.

Key Elements:

- Link to downloadable PDF: 5-28-2025-Lyon-Financial-Generic-Postcard-1.pdf
- Brief explanation that it contains financing info

Strategy: Show you care about their options and budget.

Psychology: Offering financing details removes a big worry.

Tone: Supportive, reassuring, and positive.

Recommended Sections

- Company Story
- Team Profile
- Mission & Values

Psychology Insight

Building trust through relatable storytelling and demonstrating company values

Copy Tone Guidance

Authentic and engaging, highlighting the company's journey and ethos

Implementation

UX Psychology

Principle: Clarity

Application: Make sure visitors quickly understand you build backyard living spaces and pools.

Implementation: Use clear headings, short bullet points, and photos showing your finished projects.

Principle: Trust

Application: Show your 40 years of experience to build confidence.

Implementation: Add a '40 Years of Trusted Service' badge near the top of the home page.

Principle: Ease of Use

Application: Make it easy for visitors to find your services and contact you.

Implementation: Keep the menu simple and show a contact button at the top of every page.

Content Strategy

Area: Service Descriptions

Recommendation: Explain each main service in everyday language and list what makes them unique for Midwest homes.

Implementation: Rewrite uploaded content simply and use examples on each service page.

Area: Seasonal Relevance

Recommendation: Talk about how your outdoor spaces can be enjoyed in all Midwest seasons.

Implementation: Add points about covered patios, heated pools, or cozy fireplaces.

Conversion Optimization

Technique: Clear Contact Options

Rationale: People are more likely to reach out if they see an easy way to do so.

Implementation: Place phone, email, and an easy contact form on every page footer.

Technique: Showcase Past Projects

Rationale: Seeing real results builds trust with potential customers.

Implementation: Display before-and-after photos and include customer testimonials if available.

Technique: Link PDFs and Resources

Rationale: Giving extra info helps answer questions and shows expertise.

Implementation: Add PDF links on service pages labeled clearly, such as 'See Sample Projects'.

Priority Focus

Category: Homepage Messaging

Description: Make the main business message and service offerings clear right away.

Reason: First impressions are key to keeping website visitors interested.

Category: Contact Page Simplicity

Description: Keep it very easy for people to ask for quotes or more info.

Reason: More inquiries lead to more sales opportunities.

Implementation Order

1. Homepage Content and Main Message
2. Menu/Sitemap Structure
3. Service Pages Content and PDFs
4. Contact Page with Form
5. Image Selection and Optimization
6. Mobile-Friendly Adjustments
7. Loading Speed Improvements

Risk Mitigation

Missing images or unclear content

Category: Content Quality

Suggested Action: Use professional stock photos as backup and rewrite any confusing information.

Plugin not working

Category: Functionality

Suggested Action: Test the contact form on all devices before launching the site.

Slow website due to large files

Category: Performance

Suggested Action: Resize and compress photos and PDF files to keep the site fast.

Business Impact

Impact Level: High